AGENCY REP: TEL# 703-516-9399 CREDIT ADVISORY: ORDER WORKSHEET 493683

SSS

REP HEADLINE# 6305947 TRF# \$\$\$ MOD# 2: UNAPPROVED REV #1

CREDIT RISK !!! HARRIS REPORT FROM REP **CHANGES**

FAX# 703-516-9680

OCT2/12 12.47 *** WFSB-TV *** # SALESMAN OFF.# 双巨护,# ADV. NAME POLI/L MCMAHON/R/SEN/CT ADV #

(H) REGIONAL HEATHER UTTLEY ANNE BRAUNSCHEIDEL LOCAL WA-CLASS: NATL. SALES PRSN BUYER NAME INVOICE) ORDER, 306 SULTE UZH (LHNE) SERVICES 600 FAIRMOUNT AVENUE, SENA EST#1312 COMMENTS: CONTRACT # 6305947 MD 21286 MENTZER MEDIA TOWSON, AGY. NAME 4 LINDA MCMAHON # ORDER PRDCT # AGK

WK-1 SEP24/12 FLIGHT DATES SEP18/12

CO-OP BILLING NEEDED

E A STATE REVISED ORDER ŦĀX CITY REP:

12.47

DATE OCT2/12

SPOT THANKS, MIKE FOR HEATHER LNS 3, 27 REMOVED 1 NEW TTL 137200 PLS CFM

A CASH IN ADVANCE SCHEDULE **** N H SIHU **** CON CM

- AGENCY IDB #1021 ALL STATIONS USING ELECTRONIC INVOICING

TRADE-INVOICING" IS ALSO AVAILBLE WEBSITE IS: EMT12009 AN ELECTRONIC INV.WEBSITE "EMEDIA FOR THIS AGENCY. THE IDB# FOR THE

IDB#1021 TV INVOICE#9912736

: TOTL:	SPUS:	m
S : DAYS		TU-F
SPTS: WEEK	TAMP TWALE	m
END		9/21
START	131	9/18
RATE	AGENCY EST# =	\$600.00
LGTH : SEC :	H	0 8
TIME PERIOD	ADVERTISER COD PRODUCT CODE =	1200N-1230P
LINE#:REP :CD: :LINE#: :	AGENCY	3 S 12

NEWS NEWS

NOON NOON

PROGRAM : CON COM1: PROGRAM

TRF# 493683 REP HEADLINE# 6305947 TRF# \$\$\$ MOD# 2: UNAPPROVED REV #1

FAX# 703-516-9680 CREDIT RISK !!! HARRIS REPORT FROM REP **CHANGES** AGENCY REP: TEL# 703-516-9399 CREDIT ADVISORY: AGEN(ORDER WORKSHEET

OCT2/12 12.47 *** WFSB-TV ***

: TOTL: : SPTS: DAYS .. . WEEK TANT :SPTS: : /WK: END START DATE RATE •• SEC C ** LGTH •• PERIOD TIME :cp : LYND# :LINE#:REP

JETS GAME JETS GAME 100P-400P CON COM1: PROGRAM

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27

137200.00 SEP/12

137200.00 138 TOTAL TOTAL CONTRACT

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N5s

Н

9/23

9/23

\$1,600.00

0

WHPX WCCT 08 WCTX 18 WTIC 168 WVIT 26% WTNH 21% CABL 0% WFSB 368 MARKET TOTALS \$260,833

О %

ACCURATE SHARES

SVC- NSI DEMOS- RA35+*

N-PROGRAM NAME M-MAKEGOOD L-LENGTH DE-DELETE E-EFF DATES S-SPOTS PER WEEK C-CANCELLED R-RATE Q-PAID PGM B-BUY TYPE P-CLASS, PLAN, SECT MOD CODE A-ADD

*-MULTIPLE

Z-COMMENTS

Y-DAYS

X-LATE

T-TIME

CONTRACT

WFSB 333 Capital Blvd Rocky Hill, CT 06067 (860)728-3333

And:

Mentzer Media Services, Inc. 600 Fairmount Avenue Suite 306 Towson, MD 21204

	Contract / Re	vision	Alt C	rder#	
	493683	1	0630	5947	
Product	1				
INDA MCMAHON 4 SENA	4		-		
Contract Dates	Estimate #				
09/18/12 - 09/24/12	1312				
Advertiser			Original	Date /	Revision
McMahon for Senate			10/02/	12	/ 10/02/12
	Billing Cycle	Billing	Calendar		Cash/Trade
	EOM/EOC	Broado	ast		Cash
	Station	Accour	t Execut	ive	Sales Office
	WFSB	Heathe	r Uttley		HRP-WASHING
	Special Handl	ing			
	<u>Demographic</u>				
ľ	Adults 35+				
				l	
j-		Advertis	er Code	1	Product Code
[*	1021			j	
[2	Agency Ref		Adve	rtiser f	Ref

			Spots/			
*Line Ch Start Date End	Date Description	Start/End Time		Rate Type	Spots	Amount
1 WFSB 09/18/12 09/21 <u>Start Date</u> <u>End Date</u> Week: 09/17/12 09/23/12		6am - 6:30am <u>Rate</u> \$900.00	:30	NM _.	4	\$3,600.00
2 WFSB 09/18/12 09/21 <u>Start Date</u> <u>End Date</u> Week: 09/17/12 09/23/12		7am - 9am <u>Rate</u> \$200.00	:30	NM	8	\$1,600.00
<u>Start Date</u> <u>End Date</u> Week: 09/17/12 09/23/12	/12 Eyewitness News <u>Weekdays</u> <u>Spots/Week</u> -TWTF 4	12pm - 12:30PM <u>Rate</u> \$600.00	:30	MM	3	\$1,800.00
Spot Ch Date Range 1 WFSB 09/17/12-09/2 Credited	<u>Description</u> 3/12 Eyewitness News	Start/End Time 12pm - 12:30PM		Rate Type D.00 NM		
4 WFSB 09/18/12 09/21 <u>Start Date</u> <u>End Date</u> Week: 09/17/12 09/23/12	/12 4p-5p Dr. Oz <u>Weekdays</u> <u>Spots/Week</u> -TWTF 6	4pm-5pm <u>Rate</u> \$300.00	:30	ММ	6	\$1,800.00
5 WFSB 09/18/12 09/21/ <u>Start Date</u> <u>End Date</u> Week: 09/17/12 09/23/12	/12 Eyewitness News <u>Weekdays</u> <u>Spots/Week</u> -TWTF 4	5pm - 5:30pm <u>Rate</u> \$1,500.00	:30	NM.	4	\$6,000.00
6 WFSB 09/18/12 09/21/ <u>Start Date</u> <u>End Date</u> Week: 09/17/12 09/23/12	12 Eyewitness News Weekdays Spots/Week -TWTF 4	5:30pm - 6pm <u>Rate</u> \$1,500.00	:30	MM	4	\$6,000.00
7 WFSB 09/18/12 09/21/ <u>Start Date</u> <u>End Date</u> Week: 09/17/12 09/23/12	12 Eyewitness News Weekdays Spots/Week -TWTF 4	6pm - 6:30pm <u>Rate</u> \$2,100.00	:30	NM	. 4	\$8,400.00
8 WFSB 09/18/12 09/21/ <u>Start Date</u> <u>End Date</u> Week: 09/17/12 09/23/12	12 Inside Edition <u>Weekdays</u> <u>Spots/Week</u> -TWTF 4	7pm - 7:30pm <u>Rate</u> \$1,200.00	:30	NM	4	\$4,800.00
9 WFSB 09/18/12 09/21/ <u>Start Date</u> <u>End Date</u> Week: 09/17/12 09/23/12	12 Entertainment Tonight <u>Weekdays</u> <u>Spots/Week</u> -TWTF 4	7:30pm - 8pm <u>Rate</u> \$1,200.00	:30	NM	4	\$4,800.00
10 WFSB 09/18/12 09/21/- <u>Start Date</u> <u>End Date</u> Week: 09/17/12 09/23/12	12 Eyewitness News <u>Weekdays</u> <u>Spots/Week</u> -TWTF 4	5am - 5:30am <u>Rate</u> \$450,00	:30	NM	4	\$1,800.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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WFSB 333 Capital Blvd Rocky Hill, CT 06067 (860)728-3333

Advertiser Original Date / Revision

McMahon for Senate 10/02/12 / 10/02/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Туре	Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate				Market and the second
11 WFSB 09/18/12 09/21/12 Eyewitness News Start Date End Date Weekdays Spots/Week	5:30a - 6am <u>Rate</u>	:30	NM	4	\$2,400.00
Week: 09/17/12 09/23/12 -TWTF 4	\$600.00				
12 WFSB 09/18/12 09/22/12 Eyewitness News Start Date	11PM - 11:35PM <u>Rate</u> \$1,200.00	:30	NM	5	\$6,000.00
13 WFSB 09/18/12 09/18/12 NCIS Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -2 2	8pm-9pm <u>Rate</u> \$4,500.00	:30	MM	2	\$9,000.00
14 WFSB 09/18/12 09/18/12 CBS Prime Special Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 -1 1	M-SU 8-11p <u>Rate</u> \$1,500.00	:30	NM	. 1	\$1,500.00
E 15 WFSB 09/20/12 09/20/12 Person of Interest Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/123 3	10pm - 11pm <u>Rate</u> \$2,000.00	:30	NM	2	\$4,000.00
Spot Ch Date Range Description 1 WFSB 09/17/12-09/23/12 Person of Interest Credited	Start/End Time 10pm - 11pm	Weekdays Length Rate Th :30 \$2,000.00	<u>Type</u> <i>NM</i>		
16 WFSB 09/21/12 09/21/12 Undercover Boss <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/123 3	8pm - 9pm <u>Rate</u> \$1,200.00	:30	NM	3	\$3,600.00
E 17 WFSB 09/21/12 09/21/12 CSI: NY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/123 3	9pm - 10pm <u>Rate</u> \$1,200.00	:30	NM	2	\$2,400.00
Spot Ch Date Range Description 3 WFSB 09/17/12-09/23/12 CSI: NY Credited	Start/End Time 9pm - 10pm	<u>Weekdays Length Rate</u> F :30 \$1,200.00	<u>Type</u> NM		
E 18 WFSB 09/21/12 09/21/12 Blue Bloods Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/123- 3	10pm - 11pm <u>Rate</u> \$1,500.00	:30	NM	2	\$3,000.00
Spot Ch Date Range Description 3 WFSB 09/17/12-09/23/12 Blue Bloods Credited	Start/End Time 10pm - 11pm	<u>Weekdays Length Rate</u> F: :30 \$1,500.00	<u>Type</u> <i>NM</i>		
19 WFSB 09/22/12 09/22/12 Eyewitness News Weekend Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/121- 1	6am - 7am <u>Rate</u> \$350.00	:30	NM	1	\$350.00
20 WFSB 09/22/12 09/22/12 7a-9a Sat. Eyewitness New Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/122- 2	<u>Rate</u>	:30	NM	2	\$900.00
21 WFSB 09/22/12 09/22/12 CSI Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/122- 2	8pm - 9pm <u>Rate</u> \$900.00	:30	NM	2	\$1,800.00
22 WFSB 09/22/12 09/22/12 Criminal Minds Start Date End.Date Weekdays Spots/Week Week: 09/17/12 09/23/12 2- 2	9pm - 10pm <u>Rate</u> \$900.00	:30	NM _	2	\$1,800.00
23 WFSB 09/22/12 09/22/12 48 Hours Mystery <u>Start Date End Date Weekdays Spots/Week</u> Week: 09/17/12 09/23/122- 2	10pm - 11pm <u>Rate</u> \$900.00	:30	NM	2	\$1,800.00
24 WFSB 09/23/12 09/23/12 Eyewitness News Weekend	6am - 7am	:30	NM	2	\$700.00

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WFSB (860)728-3333

333 Capital Blvd Rocky Hill, CT 06067

Contract / Revision Alt Order # 06305947 493683 Contract Dates Product Estimate # 09/18/12 - 09/24/12 LINDA MCMAHON 4 SE 1312

Advertiser Original Date / Revision 10/02/12 / 10/02/12 McMahon for Senate

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type	Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 2 2	<u>Rate</u> \$350.00				
25 WFSB 09/23/12 09/23/12 7a-9a Sun Eyewitness News Start Date End Date Weekdays Spots/Week	s 7am-9am <u>Rate</u>	:30	NM	2	\$900.00
Week: 09/17/12 09/23/122 2	\$450.00				
26 WFSB 09/23/12 09/23/12 Face the Nation/ Face the S		m :30	NM	1	\$350.00
Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 1 1	<u>Rate</u> \$350.00				
N 27 WFSB 09/23/12 09/23/12 Jets Football Start Date End Date Weekdays Spots/Week	1:00pm - 7:00pm Rate	:30	NM	1	\$1,600.00
Week: 09/17/12 09/23/122 2	\$1,600.00				
Spot Ch Date Range Description 2 WFSB 09/17/12-09/23/12 Jets Football	Start/End Time	Weekdays Length Rate	<u>Type</u>		
2 WFSB 09/1/12-09/23/12 Jets Football Credited	1:00pm - 7:00pm	St :30 \$1,600.00	NM		
28 WFSB 09/23/12 09/23/12 Delayed 60 Minutes	730-830p	:30	NM	1	\$7,200.00
Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 1 1	<u>Rate</u> \$7,200.00		Ī		
29 WFSB 09/23/12 09/23/12 Delayed 830-930p	830-930p	:30	NM	1	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/121 1	<u>Rate</u> \$1,800.00				
E 30 WFSB 09/23/12 09/23/12 Delayed The Good Wife	930-1030p	:30	NM	0	\$0.00
Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/122 2	Rate				
Week: 09/17/12 09/23/122 2 <u>Spot Ch Date Range</u> Description	\$1,800.00 Start/End Time	Weekdays Length Rate	Type		
1 WFSB 09/17/12-09/23/12 Delayed The Good Wife	930-1030p	St :30 \$1,800.00	<u>Type</u> NM		
Credited	,	,,			
2 WFSB 09/17/12-09/23/12 Delayed The Good Wife Credited	930-1030p	St :30 \$1,800.00	NM		
	1030-1130p	:30	NM	2	\$3,200.00
Start Date	Rate			-	V -1
Week: 09/17/12 09/23/122 2	\$1,600.00	**************************************			
32 WFSB 09/24/12 09/24/12 Eyewitness News Start Date End Date Weekdays Spots/Week	6am - 6:30am Rate	:30	NM	1	\$900.00
Week: 09/24/12 09/30/12 1 1	\$900.00				
	7am - 9am	:30	NM	2	\$400.00
Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 2 2	<u>Rate</u> \$200.00				
	12pm - 12:30PM	:30	NM	1	\$600.00
Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 1 1	<u>Rate</u> \$600.00				
	4pm-5pm	:30	NM	1	\$300.00
Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 1 1	<u>Rate</u> \$300.00				
36 WFSB 09/24/12 09/24/12 Eyewitness News 5	5pm - 5:30pm	:30	NM	1	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/12 1 1	<u>Rate</u> \$1,500.00				
	5:30pm - 6pm	:30	NM	1	\$1,500.00
Start Date End Date Weekdays Spots/Week	Rate	· · -	· · · · ·]		71,000,00
Week: 09/24/12 09/30/12 1 1	\$1,500.00			á	** *** ***
38 WFSB 09/24/12 09/24/12 Eyewitness News 6	ipm - 6:30pm	:30	NM.	1	\$2,100.00

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WFSB 333 Capital Blvd Rocky Hill, CT 06067 (860)728-3333

Contract / Revision Alt Order # 493683 06305947 Contract Dates Product Estimate # 09/18/12 - 09/24/12 LINDA MCMAHON 4 SE 1312

<u>Advertiser</u> Original Date / Revision 10/02/12 / 10/02/12 McMahon for Senate

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Ra	te Type	Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 1 1	<u>Rate</u> \$2,100.00				
39 WFSB 09/24/12 09/24/12 Inside Edition <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/12 1 1	7pm - 7:30pm <u>Rate</u> \$1,200.00	:30	NM	1	\$1,200.00
40 WFSB 09/24/12 09/24/12 Entertainment Tonight Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 1 1	7:30pm - 8pm <u>Rate</u> \$1,200.00	:30	NM	1	\$1,200.00
41 WFSB 09/24/12 09/24/12 Eyewitness News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/12 1 1	5am - 5:30am <u>Rate</u> \$450.00	:30	МИ	1	\$450.00
42 WFSB 09/24/12 09/24/12 Eyewitness News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/12 1 1	5:30a - 6am <u>Rate</u> \$600.00	:30	NM	1	\$600.00
43 WFSB 09/24/12 09/24/12 Eyewitness News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/12 1 1	11PM - 11:35PM <u>Rate</u> \$1,200.00	:30	NM	1	\$1,200.00
44 WFSB 09/24/12 09/24/12 Hawaii 5-0 Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 1 1	10pm - 11pm <u>Rate</u> \$5,000.00	:30	MM	1	\$5,000.00
45 WFSB 09/18/12 09/21/12 430A EYEWITNESS NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 -TWTF 4	S 430-5A <u>Rate</u> \$50.00	:30	NM	4	\$200.00
46 WFSB 09/23/12 09/23/12 M-SU Delayed News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/121 1	Delayed News <u>Rate</u> \$1,200.00	:30	NM	1	\$1,200.00
47 WFSB 09/18/12 09/21/12 Eyewitness News <u>Start Date End Date Weekdays Spots/Week</u> Week: 09/17/12 09/23/12 -TWTF 4	6:30am - 7am <u>Rate</u> \$900.00	:30	NM	4	\$3,600.00
48 WFSB 09/18/12 09/21/12 10am-11am <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 -TWTF 4	10am - 11am <u>Rate</u> \$400.00	:30	NM	4	\$1,600.00
49 WFSB 09/24/12 09/24/12 Eyewitness News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/12 1 1	6:30am - 7am <u>Rate</u> \$900.00	:30	NM	1	\$900.00
50 WFSB 09/24/12 09/24/12 10am-11am Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 1 1	10am - 11am <u>Rate</u> \$400.00	:30	ММ	1	\$400.00
51 WFSB 09/19/12 09/21/12 Eyewitness News Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 wff 3	6am - 6:30am <u>Rate</u> \$900.00	:30	NM	3	\$2,700.00
52 WFSB 09/19/12 09/21/12 CBS: THE EARLY SHOW Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 wTF 4	7am - 9am <u>Rate</u> \$200.00	:30	NM	4	\$800.00
53 WFSB 09/19/12 09/21/12 4p-5p Dr. Oz <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12WTF 1	4pm-5pm <u>Rate</u> \$300.00	:30	NM	1	\$300.00
54 WFSB 09/19/12 09/21/12 Inside Edition Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 wTF 3	7pm - 7:30pm <u>Rate</u> \$1,200.00	:30	NM	3	\$3,600.00

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10/02/12 / 10/02/12



WFSB 333 Capital Blvd Rocky Hill, CT 06067 (860)728-3333

	Contract / Revision	Alt Order #
	493683 /	06305947
Contract Dates	Product	Estimate #
09/18/12 - 09/24/12	LINDA MCMAHON 4 SE	1312
Advertiser	Origin	nal Date / Revision

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Ra	oto Tuno	Cnoto	Amount
Start Date End Date Weekdays Spots/Week	Rate	Days Length Week No	ne rype	Spots	Amount
55 WFSB 09/19/12 09/21/12 Entertainment Tonight Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12WTF 3	7:30pm - 8pm Rate \$1,200.00	:30	NM	3	\$3,600.00
56 WFSB 09/19/12 09/21/12 Eyewitness News Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 wTF 3	5:30a - 6am <u>Rate</u> \$600.00	:30	NM	3	\$1,800.00
57 WFSB 09/19/12 09/22/12 Eyewitness News Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 WTFS- 3	11PM - 11:35PM <u>Rate</u> \$1,200.00	:30	NM	3	\$3,600.00
58 WFSB 09/19/12 09/21/12 430A EYEWITNESS NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/17/12 09/23/12 ,wTF 3	430-5A <u>Rate</u> \$50.00	:30	MM	3	\$150.00
59 WFSB 09/19/12 09/21/12 Eyewitness News Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12 WTF 1	6:30am - 7am <u>Rate</u> \$900.00	:30	МИ	1	\$900.00
		Totals		138	\$137,200.00

McMahon for Senate

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/24/12	138	\$137,200.00	\$116,620.00
Totals	138	\$137,200.00	\$116,620.00

Signature:	Date:	
•		